



# The SURFLINE

The Weekly Newsletter of 94.9 The Surf • WVCO FM

Official Station of the Society of Stranders • CBMA Hall of Fame Radio Station

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## Ocean Drive Scene

The Strand Keeps Rolling...

Old man winter hasn't left us yet....we're ready for spring. DJ Heavy celebrated his birthday Sunday at OD Arcade with a packed house—no cover, just good vibes and great music. The Band of Oz Reunion Weekend is days away at the Spanish Galleon (February 27–28), and if you haven't locked in your spot, you will miss out this time. After that, the DJ Throwdown hits Fat Harold's in early March, Shag Nationals follow the week after, and before you know it, SOS Spring Safari rolls into town April 17–26. The Strand is warming up, and the best stretch of the year is dead ahead.

## IT'S HAPPENING AGAIN!

The 9th Annual Ocean Drive Beach Music Festival is back — and this one's going to be BIG.

Saturday, May 2nd, 2026 Gates open at 10 AM | Ocean Drive, North Myrtle Beach

🎵 YOUR LINEUP: Band of Oz • Jim Quick & Coastline • The COMMODORES

Yeah, you read that right. *The Commodores*.

CBMA Hall of Fame DJ Chad Sain is your emcee, joined on stage by the Surf DJs and show hosts from 94.9 The Surf — so you know the music never stops.

Bring your coolers. Bring your chairs. Bring everybody you know. This is a full day of live music in the heart of Ocean Drive where beach music lives.

Presented by Carolina Outdoor Power Equipment, the City of North Myrtle Beach, and 94.9 The Surf.

See you on the strand. 🌊



**Tickets on sale NOW at [odmusicfest.com](https://odmusicfest.com)**

## Upcoming Events

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- February 27th and 28th – Band of Oz Reunion Weekend at the Spanish Galleon
- March 5th - 7th - DJ Throwdown at Fat Harold's Beach Club
- March 13th and 14th - Shag Nationals Weekend at the Spanish Galleon
- March 14<sup>th</sup> – 36<sup>th</sup> Annual St. Patrick's Day Parade and Festival.
- April 17-26, 2026: S.O.S. Spring Safari – Ten days of beach music, shag dancing, and Ocean Drive nightlife
- Saturday, May 2, 2026: 9th Annual OD Beach Music Festival – Presented by Carolina Outdoor Power Equipment, 94.9 The Surf and the City of North Myrtle Beach
- See [Daily Calendar for Events](#) happening today in the North Myrtle Beach Area

### Are you in the Surf Text Club?

Text the Word **SURF** to 877-899-2845 & never miss out on Great SURF Events like the OD Beach Music Festival and The Beach Music Cruise.

Have you renewed your CBMA Membership for 2026?  
Support Your Favorites - [cammy.org](http://cammy.org)

## THIS WEEK'S SURF COUNTDOWN

Were you listening Saturday when Jay Kinlaw counted 'em down? If you missed it, here's the news — Bruno Mars isn't going anywhere. For the second straight week, "I Just Might" held the number one spot on the Surf's Weekly Beach Music Countdown, presented LIVE on 94.9 The Surf on February 21st. The man who gave us "Uptown Funk" has officially planted his flag on the beach music chart, and right now nobody's pulling him off that top step.

But don't sleep on the hometown talent. North Tower's "Pretty Lady" is holding strong at number two, and Jackie and Terri Gore climbed back into the top three with "Unforgettable" — a song that's living up to its name. Jim Quick teamed up with R. Mark Black and Allie Privette for "Wait For Me" at number four, and Gary Lowder & Smokin' Hot rounded out the top five with "I'm Going to Make Her Mine." That's a whole lot of Carolina in that top five, and Bruno might want to check his rearview mirror.

Deeper in the chart, there's plenty to talk about. The Tams remind us they're still in the game at number six with "My True Love," and Scotty McCreery joining forces with Hootie & the Blowfish on "Bottle Rockets" at seven is the kind of crossover that keeps beach music fresh and relevant. The Swingin' Medallions are holding at eleven with "Hit Me with Them Horns," and keep an eye on Ken Knox teaming with the Chairmen of the Board at fifteen — "Baby, You're the Melody" has legs. One that was bubbling last week, The Magnificents' cover of "Be Thankful For What You Got" hit the chart at #20. Read the history of the song Clint Horton makes his own later in this issue.

Jay also dropped a handful of new bubble songs into the mix for your consideration — Pink Slips Band, Steve Jarrell, Barry Duke, and I-42 Band are all knocking on the door. Will any of them crack the top twenty next week? That's up to you. Cast your vote for the February 28th chart by Friday and make your voice heard. This is your countdown — Jay presents this list as rated by YOU!

# Surf Countdown Chart

February 21st Chart • Presented by Jay Kinlaw on 94.9 The Surf on Saturday at 10am

Rank	Song Title	Artist
1	I Just Might	Bruno Mars
2	Pretty Lady	North Tower
3	Unforgettable	Jackie and Terri Gore
4	Wait For Me	Jim Quick with R. Mark Black and Allie Privette
5	I'm Going to Make Her Mine	Gary Lowder & Smokin' Hot
6	My True Love	The Tams
7	Bottle Rockets	Scotty McCreery with Hootie & the Blowfish
8	Late Great Heartbreak	Old Dominion
9	A Juke Box Playing 45's	Too Much Sylvia
10	In Her Own Way	The Boogah Brothers
11	Hit Me with Them Horns	Swingin' Medallions
12	Every Road	Rick & Lesa
13	Patience	Harold Smith with Gary Lowder & Smokin' Hot
14	At the End of the Day	Rivermist
15	Baby, You're the Melody	Ken Knox and the Chairmen of the Board
16	Carolina's Home	Jennifer James
17	Pretty Women Everywhere	Craig Woolard
18	Cruisin' Down the Boulevard	Andy & Oneida
19	I Love Kissin You	Wayne Free
20	Be Thankful For What You Got	The Magnificents

## BUBBLE SONGS:

“Catch a Ride” – Pink Slips Band • “The Eye of Love” – Steve Jarrell • “A Heart Needs a Second Chance” – Barry Duke • “Carolina’s Calling” – I-42 Band

Vote for next week’s countdown at [surfcountdown.com](http://surfcountdown.com)

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# Band of Oz Reunion Weekend

## February 27–28 at the Spanish Galleon – Ocean Drive Resort

The World Famous Spanish Galleon is the place to be this weekend!

As we previewed in Issue 3, the Band of Oz Reunion Weekend may be the most significant gathering in the band's history. Deborah and Andy Hubble have assembled current and former members spanning decades of the legendary group's run, from the Grifton, North Carolina, grammar school kids who started as The Avengers in 1967 to the Hall of Fame act that gave us *"Ocean Boulevard," "Shama Lama Ding Dong,"* and *countless nights on the shag floor*. *The weekend was nearly sold out at press time. Full coverage in next week's Surflife.*

## Song Stories

### The Magnificents Bring a Soul Classic to the Surf Countdown

*"Be Thankful For What You Got" Cracks the Top 20 at #20*

Sometimes a song just belongs on a shag floor, and it takes the right band to prove it. This week, The Magnificents landed at number twenty on the Surf Countdown with their version of "Be Thankful For What You Got"—a song that's been part of the American soul landscape for more than fifty years. Its arrival on the chart is a reminder of what beach music has always done best: take a great R&B record and make it its own.

The original was written and recorded by William DeVaughn, a Washington, D.C. government worker and part-time singer who paid \$900 out of his own pocket to cut the track at Omega Sound Studios in Philadelphia in 1972. The session musicians included members of MFSB—the legendary house band behind Philadelphia International Records—and the producers crafted a smooth, almost jazzy groove built on mellow guitar lines and a laid-back rhythm section. Released in the spring of 1974, the song climbed to number one on the R&B chart and number four on the Billboard Hot 100, selling nearly two million copies.

The sound was unmistakably influenced by Curtis Mayfield's early-seventies work—so much so that the song was often mistakenly attributed to him. DeVaughn's message was simple and timeless: you may not drive a Cadillac, but you should still appreciate what you've got. That optimistic spirit, wrapped in one of the smoothest grooves of the decade, gave the song a life far beyond its initial chart run. It has been covered and sampled countless times over the decades, from Massive Attack to Yo La Tengo, and it earned a spot on Rolling Stone's list of the 500 Greatest Songs of All Time.

Now The Magnificents have brought it to the Surf Countdown. The band traces its roots to Walter Williams High School in Burlington, North Carolina, where a group of students formed the original lineup back in 1964. Over the decades the band evolved through several name changes before returning to The Magnificents, and today they are one of the most versatile acts on the Carolina beach and party circuit, known for their range across classic soul, Motown, beach, and Top 40 styles. With four distinct vocalists and a tight instrumental lineup, they're built for exactly this kind of material—songs that demand both groove and soul.

Clint Horton's take on "Be Thankful For What You Got" fits the shag floor like it was always meant to be there. The mid-tempo pocket, the smooth vocal delivery, and that unmistakable bassline all translate perfectly to what dancers at Fat Harold's and the Spanish Galleon have been moving to for decades. It's a debut on the Surf Countdown for The Magnificents, and if the listeners keep voting, it won't be the last time you see their name on this chart.

## 35th Annual DJ Throwdown at Fat Harold's : Get Ready to Shag

Thirty-five years. Sixty-plus DJs. Two dance floors. One legendary weekend. The DJ Throwdown returns to Fat Harold's Beach Club, March 5th through 7th, and if you've been waiting all winter for the Strand to kick into high gear, this is where it starts.

The music fires up Thursday evening at 6 PM and rolls through the weekend, picking back up at noon on Friday and Saturday. The main floor and the legendary Back Room will both be in full swing, with a vinyl party spinning in the Back Room and a 50/50 raffle each night. Fat Harold's and The Shag City Grill open at 11 AM on Friday and Saturday, so come early, eat well, and settle in — it's going to be a long weekend in the best possible way.

Friday night brings one of the highlights of the entire year: the Beach Music DJ Hall of Fame Induction Ceremony at 9 PM. This is where the community honors the men and women who have kept the music alive behind the turntable, and it's one of those moments that reminds you what this scene is really about.

Saturday starts with a Carolina Shag Workshop at 11 AM, led by Ashley and Tobitha Stewart — free for ABSCDJ members, ten dollars for everyone else. Then at 1 PM, the always-popular DJ Shag Contest hits the floor. Book a three-night stay at the OD Resort and get 20% off your room.

## St. Patrick's Day

### The Strand is Going Green: 36<sup>th</sup> Annual Parade & Festival

North Myrtle Beach turns into a sea of green on Saturday, March 14th, when the 36th Annual St. Patrick's Day Parade rolls down Main Street — the largest parade on the Grand Strand. Over 100 entries will line up on Ocean Boulevard starting at 7 AM, with the parade stepping off promptly at 9. The route runs south on Ocean Boulevard to 1st Avenue South, turns onto Hillside Drive, then heads down Main Street to Ye Olde Kings Highway. WPDE's Ed Piotrowski, Connor Ingalls, and Jennifer Abney will be calling the action from the Community Stage at Main and North Oak Drive, and if you can't be there in person, the whole thing airs LIVE on CW21. Set up early — chairs, blankets, golf carts, whatever you've got — because this two-hour parade draws crowds that pack both sides of the street.

Once the parade wraps, the party keeps going. The 35th Annual St. Patrick's Day Festival takes over Main Street from 11 AM to 4 PM with three stages of live entertainment — Irish pipe bands, the Drake Irish Dance Group, cloggers, and bands including The Muckers, Radio Revolver, Bailey Road Band, Painted Man, and The Mighty Kicks. More than 120 craft vendors line the street, food vendors serve up Irish favorites, and the kids' area has rides and games for all ages. Don't miss the Leprechaun Contest and the Shepherd's Pie Eating Contest at the Irish Stage at 2:30 — sign up at the information booth before 2 PM. Free admission, free parking, and free shuttle service running from Ocean Drive Elementary School and McLean Park from 8 AM to 5 PM. Rain or shine, this one's a North Myrtle Beach tradition you don't want to miss.

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# SOS Spring Safari 2026 Preview

## The Original Spring Break for Grown-Ups • April 17–26 • North Myrtle Beach

It will be here before you know it....SOS Spring Safari returns to Ocean Drive April 17 through 26, and the ten-day celebration of beach music, shag dancing, and everything that makes the Strand special is shaping up to be one for the books.

For the uninitiated: SOS stands for Society of Stranders, the membership organization that has been the heartbeat of the shag community since the 1980s. Spring Safari is their flagship event—ten days when thousands of shaggers from across the East Coast descend on North Myrtle Beach for what amounts to the biggest adult party on the coast. Your SOS membership card (\$45/year) gets you into all the clubs for both Spring Safari and Fall Migration, plus the smaller Midwinter event. Sign up through the beach clubs on Ocean Drive or through your local ACSC member shag club.

Here's what to expect:

**The Clubs:** Fat Harold's, the Spanish Galleon, Duck's Beach Club, Pirate's Cove, Deckerz, and OD Arcade all host daytime and evening events throughout the ten days. DJs spin beach music, bands play Main Street, and the dance floors stay full from afternoon tea parties through last call.

**Shag Lessons & Workshops:** Whether you're a beginner learning the basic step or an experienced dancer looking to sharpen your technique, instructors offer classes throughout Safari week at multiple venues.

**The Parade:** Saturday, April 25th, Main Street shuts down for the ACSC Clubs Parade—creative floats, costumes, and shag clubs competing for best in show. It's one of the signature moments of the entire SOS calendar.

**The Association Meeting:** Saturday, April 25th at 10:00 AM at the Spanish Galleon. Official SOS business, updates, and community.

**Live Bands:** The full band schedule will be announced closer to the event, but expect the biggest names on the beach music circuit to be in the lineup. Popular bands perform along Main Street throughout the ten days.

The specific entertainment schedule and DJ lineups will be published as they're announced—we'll keep you updated right here in The Surflines. In the meantime, if you need a place to stay, book early. Rooms at Ocean Drive Resort, Avista Resort, and the other properties close to the action go fast.

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